

WHAT IS CLAIMED IS:

1. A method comprising:
 displaying at least two marks as activation mechanisms
 for a print-shopping-list command; and
 determining relative consumer awareness of the at least
 two marks by maintaining an accounting of the number
 of times each of the at least two marks is
 activated.

2. The method of Claim 1, wherein said determining
 relative consumer awareness of the at least two marks by
 maintaining an accounting of the number of times each of the
 at least two marks is activated further comprises:
 determining a frequency of selection of at least a first
 mark relative to a frequency of selection of at
 least a second mark.

3. The method of Claim 1, wherein said determining
 relative consumer awareness of the at least two marks by
 maintaining an accounting of the number of times each of the
 at least two marks is activated further comprises:
 saving at least one record of two or more marks displayed
 to a user; and
 saving a designation of which mark the user selected from
 the two or more marks displayed to the user.

4. The method of Claim 1, wherein each of the at least
 two marks may be either a service mark or a trade mark.

5. The method of Claim 1, wherein said displaying at
 least two marks as activation mechanisms for a print-shopping-
 list command further includes:

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displaying a generic shopping list having at least one product icon.

6. The method of Claim 1, wherein said determining relative consumer awareness of the at least two marks by maintaining a statistical accounting of the number of times each of the at least two marks is activated further comprises: associating an enticement to activate a mark with the at least two marks.

7. The method of Claim 6, wherein said associating an enticement to activate a mark with the at least two marks includes: associating a profit-sensitive giveaway with at least one of the at least two marks.

8. The method of Claim 7, wherein said associating a profit-sensitive giveaway with at least one of the at least two marks further comprises: comparing a net profit against a net-profit threshold; comparing a cost of the giveaway against the net profit when the net-profit exceeds the net-profit threshold; and activating the profit-sensitive giveaway when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple.

9. The method of Claim 8, wherein said comparing a cost of the giveaway against the net profit when the net-profit exceeds the net-profit threshold further includes: comparing a cost of an average grocery purchase against the net profit.

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1 10. The method of Claim 8, wherein said comparing a cost
2 of the giveaway against the net profit when the net-profit
3 exceeds the net-profit threshold further includes:

4 comparing a cost of new automobile against the net
5 profit.

1 11. The method of Claim 8, wherein said activating the
2 profit-sensitive giveaway when said comparing shows that the
3 net profit exceeds the cost of the giveaway by a predefined
4 multiple further includes:

5 comparing an identity of a retailer where a rebate
6 vehicle is scanned against a list of having at least
7 one giveaway participant; and
8 deactivating the profit sensitive giveaway when the
9 retailer where the rebate vehicle is scanned is not
10 on the list of having at least one giveaway
11 participant.

1 12. The method of Claim 11, wherein said comparing an
2 identity of a retailer where a rebate vehicle is scanned
3 against a list of giveaway participants further includes:

4 comparing a rebate-form secret bar code against a list
5 having at least one secret bar code associated with
6 at least having at least one giveaway participant.

1 13. The method of Claim 8, wherein said activating the
2 profit-sensitive giveaway when said comparing shows that the
3 net profit exceeds the cost of the giveaway by a predefined
4 multiple further includes:

5 printing a rebate vehicle which, when scanned, causes the
6 giveaway to occur.

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1 14. The method of Claim 13, wherein said printing a
2 rebate vehicle which, when scanned, causes the giveaway to
3 occur further includes:
4 printing a bar code which, when scanned, causes the
5 giveaway to occur.

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1 15. A method for determining relative consumer awareness
2 of at least two marks, said method comprising:
3 accepting user input specifying at least two marks; and
4 recalling an accounting of past activations of the at
5 least two marks to determine frequency of selection
6 of one of the at least two marks relative to another
7 of the at least two marks.

1 16. The method of Claim 15, wherein said accepting user
2 input specifying at least two marks further includes:
3 accepting user input specifying at least two marks via a
4 graphical user interface.

1 17. The method of Claim 15, wherein said recalling an
2 accounting of past activations of the at least two marks to
3 determine frequency of selection of one of the at least two
4 marks relative to another of the at least two marks further
5 includes:
6 determining the frequency of selection of one of the at
7 least two marks relative to another of the at least
8 two mark using statistical methods.

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18. A system comprising:
means for displaying at least two marks as activation
mechanisms for a print-shopping-list command; and
means for determining relative consumer awareness of the
at least two marks by maintaining an accounting of
the number of times each of the at least two marks
is activated.

19. The system of Claim 18, wherein said determining
relative consumer awareness of the at least two marks by
maintaining an accounting of the number of times each of the
at least two marks is activated further comprises:

means for determining a frequency of selection of at
least a first mark relative to a frequency of
selection of at least a second mark.

20. The system of Claim 18, wherein said means for
determining relative consumer awareness of the at least two
marks by maintaining an accounting of the number of times each
of the at least two marks is activated further comprises:

means for saving at least one record of two or more marks
displayed to a user; and

means for saving a designation of which mark the user
selected from the two or more marks displayed to the
user.

21. The system of Claim 18, wherein each of the at least
two marks may be either a service mark or a trade mark.

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22. The system of Claim 18, wherein said means for
displaying at least two marks as activation mechanisms for a
print-shopping-list command further includes:

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4 means for displaying a generic shopping list having at
5 least one product icon.

1 23. The system of Claim 18, wherein said means for
2 determining relative consumer awareness of the at least two
3 marks by maintaining a statistical accounting of the number of
4 times each of the at least two marks is activated further
5 comprises:

6 means for associating an enticement to activate a mark
7 with the at least two marks.

1 24. The system of Claim 23, wherein said means for
2 associating an enticement to activate a mark with the at least
3 two marks includes:

4 means for associating a profit-sensitive giveaway with at
5 least one of the at least two marks.

1 25. The system of Claim 24 wherein said means for
2 associating a profit-sensitive giveaway with at least one of
3 the at least two marks further comprises:

4 means for comparing a net profit against a net-profit
5 threshold;

6 means for comparing a cost of the giveaway against the
7 net profit when the net-profit exceeds the net-
8 profit threshold; and

9 means for activating the profit-sensitive giveaway when
10 said comparing shows that the net profit exceeds the
11 cost of the giveaway by a predefined multiple.

1 26. The system of Claim 25, wherein said means for
2 comparing a cost of the giveaway against the net profit when
3 the net-profit exceeds the net-profit threshold further
4 includes:

5 means for comparing a cost of an average grocery purchase
6 against the net profit.

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27. The system of Claim 25, wherein said means for comparing a cost of the giveaway against the net profit when the net-profit exceeds the net-profit threshold further includes:

means for comparing a cost of new automobile against the net profit.

28. The system of Claim 25, wherein said means for activating the profit-sensitive giveaway when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple further includes:

means for comparing an identity of a retailer where a rebate vehicle is scanned against a list of having at least one giveaway participant; and

means for deactivating the profit sensitive giveaway when the retailer where the rebate vehicle is scanned is not on the list of having at least one giveaway participant.

29. The system of Claim 28, wherein said means for comparing an identity of a retailer where a rebate vehicle is scanned against a list of giveaway participants further includes:

means for comparing a rebate-form secret bar code against a list having at least one secret bar code associated with at least having at least one giveaway participant.

30. The system of Claim 25, wherein said means for activating the profit-sensitive giveaway when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple further includes:

means for printing a rebate vehicle which, when scanned, causes the giveaway to occur.

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1 31. The system of Claim 30, wherein said means for
2 printing a rebate vehicle which, when scanned, causes the
3 giveaway to occur further includes:
4 means for printing a bar code which, when scanned, causes
5 the giveaway to occur.

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1 32. A system for determining relative consumer awareness
 2 of at least two marks, said system comprising:
 3 means for accepting user input specifying at least two
 4 marks; and
 5 means for recalling an accounting of past activations of
 6 the at least two marks to determine frequency of
 7 selection of one of the at least two marks relative
 8 to another of the at least two marks.

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1 33. The system of Claim 32, wherein said means for
 2 accepting user input specifying at least two marks further
 3 includes:
 4 means for accepting user input specifying at least two
 5 marks via a graphical user interface.

1 34. The system of Claim 32, wherein said means for
 2 recalling an accounting of past activations of the at least
 3 two marks to determine frequency of selection of one of the at
 4 least two marks relative to another of the at least two marks
 5 further includes:
 6 means for determining the frequency of selection of one
 7 of the at least two marks relative to another of the
 8 at least two mark using statistical methods.

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